

Note for Schneidman, Eileen

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From: Tolchinsky, Karen  
Date: Mon, May 1, 1995 9:38 AM  
Subject: Birthday Research  
To: Resman, Tess  
Cc: Blumenson, Gail; Gee, Edward; Schneidman, Eileen

Tess,

Good morning! I just reviewed the revised script you provided and have a couple of questions/comments:

- Re: the elements of the mailing, Eileen mentioned adding the OE (envelope) as an element (since it differs per mailing). You listed envelope, but didn't specify as to color. That might help to further distinguish each mailing.

*Legal says no*  
- In the initial section, you eliminated the questioning "did you ever smoke." Why was that done? We like to have this asked so we can substantiate/understand why they were on our database.

- On pg 7, you say "If Marlboro not mentioned, skip to classification." Why would this be done... It could be that the person needs to be 'aided' into remembering a mailing from Marlboro. That's helpful to know as well. Can't we just branch to the 'monthly section' from this point...

- On pg 14 (April section), do we need to ask 20a if the consumer mentioned the T-shirt in 18b?

- On pg 16, should question 21 say "receiving bonus miles OR a Marlboro t-shirt (versus AND)"?

- All the questions re: print alternatives have been omitted...As long as Eileen is OK with this, that's fine. Just want to make sure she's comfortable...

- In classification section:

- Why do we ask for exact age vs date of birth?

- Why did we omit the questions confirming that the mailing was addressed correctly?

This info is real helpful for us and for Brand in ensuring our database is as current as possible.

Hope this isn't too confusing. Let me know your thoughts on the above. And, just call with any questions!

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